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Book your services now via our Online Service Center :
www.hamburg-messe.de/osc

subject to alterations
as per October 2013

Hamburg Messe

Project Team HansePferd Hamburg 2014

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Sales:	Ms Juliane Leiffer	juliane.leiffer@hamburg-messe.de	-23 94	-69 23 94
Exhibitor services: **Service orders and Online Service Center** (parking permit, stand construction, electricity, water, security etc.)	Hotline Ms Susan Miedl	susan.miedl@hamburg-messe.de	-75 75 -24 79	-21 38 -21 38
Technical affairs: stand construction, -planning, fire protection, security, construction heights, regulations, licenses and permits etc.	Ms Julia Wulfert	julia.wulfert@hamburg-messe.de	-25 13	-21 39
Transport coordination:	Mr Jens Czoschke	jens.czoschke@hamburg-messe.de	-26 21	-26 23
Hall inspection:	Mr Detlef Müller	detlef.mueller@hamburg-messe.de	-25 23	-26 23
Advertising:	Ms Anja Strege	anja.strege@hamburg-messe.de	-24 27	-69 24 27
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Market research:	Ms Sarah Blum	sarah.blum@hamburg-messe.de	-24 82	-24 89
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Catering: Stockheim Catering	Ms Dorith Kaiser	dorith.kaiser@stockheim.de	-32 17	-31 61
List of exhibitors (print and online) **Sales advertising space** (fair grounds and online) wohlgemuth & team gmbh	Ms Maria Kemnitz	kemnitz@wohlgemuth-team.de	+49 30 2088 640-19	+49 30 2088 640-29
Logistic / deliveries: Kühne & Nagel (AG & Co.) KG	Mr Lars Reichelt	lars.reichelt@kuehne-nagel.com	+49 40 3033 328-10	+49 40 3033 328-28

Contact:
Hamburg Messe und Congress GmbH
Project Management MA-1
PO Box 30 24 80
D-20308 Hamburg
Phone: +49 40-3569-2114
Fax: +49 40-3569-2159
Email: hansepferd@hamburg-messe.de

Registration of Co-Exhibitors

Name of Main Exhibitor: _____ **Regi-No**.: _____

Co-Exhibitors:

Please note that all co-exhibitors must be registered with and approved by Hamburg Messe. Co-exhibitors are all companies other than the applicant (main exhibitor) which are represented on the exhibition stand with their own personnel. This also applies if the co-exhibitor has close economic or organisational ties to the main exhibitor. The compulsory media package for co-exhibitors is € 95,00 plus VAT.

We apply for the following companies to be admitted as co-exhibitor at HansePferd Hamburg 2014*:

1. Co-Exhibitor

Company: _____

Products / Services: _____

Categories classified directory (see annex): _____

Contact: _____

Street or PO Box: _____

Postcode, City: _____ Country: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

2. Co-Exhibitor

Company: _____

Products / Services: _____

Categories classified directory (see annex): _____

Contact: _____

Street or PO Box: _____

Postcode, City: _____ Country: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

** For the registration of further co-exhibitors please use photo copies of this form.*

subject to alterations as per July 2013

Hamburg Messe

Classified directory 2013

Annex to Registration as Exhibitor

Company

Please return to Fax +49 40 3569-2159

HansePferd Hamburg

Specification of subject matter (exclusively for exhibitor database in Internet)

3 entries are included in the media package. Each additional entry will be charged at a rate of €40 plus VAT. Please tick requested entries. Should you not select any entries, you will be assorted to "18 Other".

1 Equestrian sports/special accessories

- ❑ 1.01 Distance riding
- ❑ 1.02 Dressage
- ❑ 1.03 Carriage driving
- ❑ 1.04 Leisure riding
- ❑ 1.05 Racing, trotting
- ❑ 1.06 Gaited horse sport, Icelandic horses
- ❑ 1.07 Iberian riding style
- ❑ 1.08 Classical-baroque riding style
- ❑ 1.09 Polo
- ❑ 1.10 Show jumping
- ❑ 1.11 Therapeutic riding
- ❑ 1.12 Eventing
- ❑ 1.13 Vaulting
- ❑ 1.14 Horse trekking
- ❑ 1.15 Western riding
- ❑ 1.16 Miscellaneous

2 Equipment/clothing/accessories

- ❑ 2.01 Computer embroidery
- ❑ 2.02 Whips, crops, spurs, bits and other accessories
- ❑ 2.03 Leather articles/chaps/ half-chaps
- ❑ 2.04 Cleaning supplies and tools
- ❑ 2.05 Equestrian clothing
- ❑ 2.06 Helmets/hats
- ❑ 2.07 Riding boots and shoes
- ❑ 2.08 Saddles and equipment
- ❑ 2.09 Special and customized equipment
- ❑ 2.10 Sport and leisure clothing
- ❑ 2.11 Textile accessories (e.g. rugs, halters, saddle pads, lunges)
- ❑ 2.12 Bridles/harnesses
- ❑ 2.13 Tournament supplies (trophies/ ribbons/stable plaques)
- ❑ 2.14 Miscellaneous

3 Publishing/media

- ❑ 3.01 Specialised books and magazines
- ❑ 3.02 Calendars/posters/photographs
- ❑ 3.03 Videos/DVDs/music
- ❑ 3.04 Miscellaneous

4 Feed

- ❑ 4.01 Feed supplements
- ❑ 4.02 Feed/basic feed/mixed feed/ hay/etc.
- ❑ 4.03 Feeding technology and concepts
- ❑ 4.04 Miscellaneous

5 Gift items/artwork

- ❑ 5.01 Accessories/horse-related gifts
- ❑ 5.02 Artwork/paintings/photography
- ❑ 5.03 Miscellaneous

6 Healthcare

- ❑ 6.01 Alternative healing/ therapy methods
- ❑ 6.02 Diagnostic/therapeutic devices
- ❑ 6.03 Clinics and therapy centres
- ❑ 6.04 Parasite protection/ insect repellents
- ❑ 6.05 Therapy techniques/ therapeutic equipment
- ❑ 6.06 Veterinary products
- ❑ 6.07 Miscellaneous

7 Indoor/outdoor riding arenas

- ❑ 7.01 Riding arena leveller
- ❑ 7.02 Irrigation and watering systems
- ❑ 7.03 Indoor/outdoor arena construction
- ❑ 7.04 Fences, mirrors, riding arena equipment, etc.
- ❑ 7.05 Equestrian facility construction
- ❑ 7.06 Riding arena and paddock surfaces
- ❑ 7.07 Miscellaneous

8 Accommodations

- ❑ 8.01 Exercise pens/paddocks
- ❑ 8.02 Lighting/lamps
- ❑ 8.03 Floor coverings/litter
- ❑ 8.04 Stalls/Indoor and outdoor stalls/containers/mobile stalls
- ❑ 8.05 Yard, stable and harvest equipment
- ❑ 8.06 Horse and stable hygiene
- ❑ 8.07 Cleaning systems and equipment
- ❑ 8.08 Tack room equipment/ tack storage cabinets
- ❑ 8.09 Solaria/equine sun treatment
- ❑ 8.10 Solar energy/biogas plants etc.
- ❑ 8.11 Training equipment/horse walkers
- ❑ 8.12 Troughs/hay racks
- ❑ 8.13 Doors/gates/windows
- ❑ 8.14 Windbreaks
- ❑ 8.15 Monitoring systems
- ❑ 8.16 Fencing systems
- ❑ 8.17 Miscellaneous

9 Horseshoeing/hoof care and protection

- ❑ 9.01 Alternative hoof protection
- ❑ 9.02 Equipment and products for hoof/horseshoeing
- ❑ 9.03 Hoof care products
- ❑ 9.04 Miscellaneous

10 Training/services

- ❑ 10.01 Training/schooling of horse/ rider/driver
- ❑ 10.02 Professional training/ employment opportunities
- ❑ 10.03 Sanctuaries and retirement stables
- ❑ 10.04 Horse boarding stables/liveries
- ❑ 10.05 Riding schools and organisations
- ❑ 10.06 Software/information/ consultancy services
- ❑ 10.07 Training centres
- ❑ 10.08 Associations/clubs
- ❑ 10.09 Insurance/solicitors
- ❑ 10.10 Miscellaneous

11 Breeding/horses

- ❑ 11.01 Stud horses/insemination
- ❑ 11.02 Stud farms/upbringing facilities
- ❑ 11.03 Horse trading
- ❑ 11.04 Horse breeds
- ❑ 11.05 Miscellaneous

12 Equestrian tourism

- ❑ 12.01 Regions/tourist associations/ tour operators
- ❑ 12.02 Holiday riding centers
- ❑ 12.03 Horse trekking
- ❑ 12.04 Miscellaneous

13 Transportation/vehicles

- ❑ 13.01 Utility vehicles
- ❑ 13.02 Off-road vehicles/cars
- ❑ 13.03 Horse trailers and transporters
- ❑ 13.04 Technical equipment for vehicles and trailers
- ❑ 13.05 Miscellaneous

14 Carriages/driving

- ❑ 14.01 Carriages, sulky, sleighs
- ❑ 14.02 Harness, reins, whips
- ❑ 14.03 Carriage accessories
- ❑ 14.04 Carriage trailers/transporters
- ❑ 14.05 Miscellaneous

15 Western riding

- ❑ 15.01 Western riding equipment
- ❑ 15.02 Western riding saddles
- ❑ 15.03 Western riding clothing
- ❑ 15.04 Western horse breeds/breeding
- ❑ 15.05 Miscellaneous

16 Icelandic Village

- ❑ 16.01 Icelandic horse equipment
- ❑ 16.02 Icelandic horse saddles
- ❑ 16.03 Holidays with Icelandic horses
- ❑ 16.04 Icelandic horse breeding
- ❑ 16.05 Miscellaneous

17 Dogs

- ❑ 17.01 Specialised books/magazines
- ❑ 17.02 Dog food/health
- ❑ 17.03 Dog training/schools
- ❑ 17.04 Dog accessories/clothing
- ❑ 17.05 Miscellaneous

18 Miscellaneous

- ❑ 18.01 Miscellaneous

Place and date

Family name, first name

Company stamp and binding signature

Hamburg Messe

Hamburg Messe und Congress GmbH · Postfach 30 24 80 · 20308 Hamburg · Messeplatz 1 · 20357 Hamburg · Deutschland · Tel. +49 40 3569-0 · Fax +49 40 3569-2203 · info@hamburg-messe.de · hamburg-messe.de · Geschäftsführung: Bernd Aufderheide (Vorsitzender), Dr. Ulla Kopp · Vorsitzender des Aufsichtsrates: Johann C. Lindenberg · Handelsregister: Amtsgericht Hamburg (HRB 12 054) · Sitz: Hamburg · Rechtsform: Gesellschaft mit beschränkter Haftung · USt.-IdNr.: DE811214125 · HSH Nordbank AG · BLZ: 210 500 00 · Konto: 0228 130 000 · BIC: HSHNDEHH · IBAN: DE10 2105 0000 0228 1300 00

Media Entry and Advertising Opportunities

Service partner for event media of HansePferd Hamburg 2014

Our partner and your contact for media entries in the official exhibitor list (print and online) as well as for advertising online and on the exhibition grounds of Hamburg Messe und Congress GmbH and online is:

wohlgemuth & team
Storkower Straße 207
10369 Berlin
Germany

Online-Shop for media entry and advertising opportunities:

You can conveniently use the internet to book your media entries and advertising:

1. Log on to our Online Service Center (OSC). You will find your registration details on your exhibitor admission letter.
2. Select “Exhibitor Service Orders”.
3. Select “Media package, marketing and press” at the bottom left.
4. Select “Media package” and follow the link.

The media service team at wohlgemuth & team would be delighted to assist you with any queries you may have:

Telephon: +49 30 208 86 40-10
Telefax: +49 30 208 86 40-27
E-mail: support@hansepferd.media-hmc.com

Offers from other publishers or exhibition publications are not connected to Hamburg Messe und Congress GmbH.

Should you receive registration documents from other publishers we kindly ask you to forward them to us or to wohlgemuth & team gmbh.

subject to alterations
as per October 2013

The equestrian trade fair experience

HansePferd

25–27 April 2014 Hamburg

Advertise with success!

Free!

Draw your customers' attention to your trade fair appearance at HansePferd Hamburg 2014 with specially targeted advertising and thereby increase the attendance at your booth. We offer a range of advertising materials that you can integrate or insert into your own print ads or direct mailings.

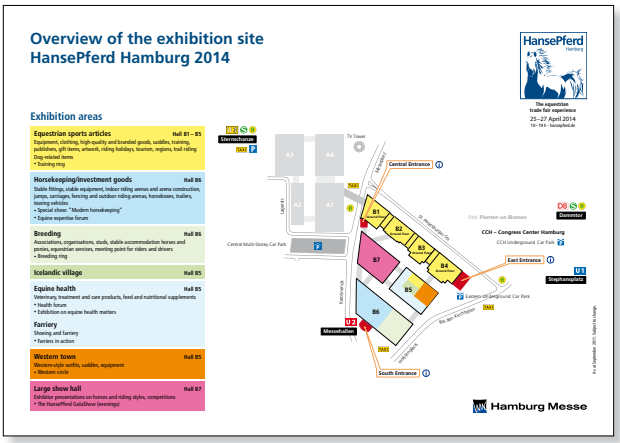
Download materials

This is how you do it: Just download the files from www.hansepferd.de/werbemittel. Please note that you can access the files marked with an asterisk (*) only by using this link.

Logo

Banner
Perfect for use on your website.

Map
Show your customers the way!



Coupon 1 (German)
This is a sample coupon you can use, e.g. in print ads.

Coupon 2 (German)
This is a sample coupon you can print e.g. as part of a direct mailing.

*
GUTSCHEIN
Das Messe-Erlebnis rund ums Pferd
HansePferd
Hamburg
GalaShow
Tägl. 19.30 Uhr
25.–27. April 2014
10–19 Uhr · www.hansepferd.de
Hamburg Messe
Ermäßigter Messe-Eintritt für zwei Personen von jeweils € 9,50 (statt € 11,00).
GalaShow-Karten sind unter www.hansepferd.de oder an den bekannten Vorverkaufsstellen erhältlich und gelten am gleichen Tag auch für den Messe-Eintritt.

www.hansepferd.de/werbemittel

Order form for advertising material:

Please fax to +49 40 88172840

HansePferd Hamburg
The equestrian trade fair experience
25–27 April 2014
10–19 h · hansepferd.de

Send out an invitation to your customers! Launching your advertising early on will maximise the success of your trade-fair exhibit!

Reg. no. _____ Name _____

Stand. no. _____ Contact person _____

Street, address _____

Postal code, city _____

Phone, Fax _____

E-mail _____

These highly effective advertising materials are available free of charge!

Exceptions: additional company imprints and customer invitations (see below).

..... **Poster DIN A1 HansePferd**
(594 x 841 mm)

..... **Poster DIN A1 GalaShow**
(594 x 841 mm)

..... **Visitor brochure** (German)
(100 x 210 mm, approx. 8 pages, 9 g)
To be published in November 2013

..... **Programme flyer** (German)
(100 x 210 mm, approx. 8 pages, 9 g)

Poster A1 HansePferd

Poster A1 GalaShow

Visitor brochure

Programme flyer

If you have any questions about shipping, please call +49 40 18066492. For general questions about advertising material or the trade fair, please call +49 40 3569-0.

The following promotional pieces are also available with individualisation, e.g. with your hall and stand number imprinted. Setting, scanning and exposure for this individual service are charged at actual cost. If interested, please tick the particular item, Mr. **Johannes Heinitz, Wohlgemuth & Team GmbH, Phone +49 30 3464921-21, e-mail: jh@wohlgemuth-team.de,** will contact you about the details. For further information see: **www.hansepferd.de** and navigate to: **Exhibitors/Service/Advertising and promotion**

Mailing card

Invitation

Sticker

Customer invitations
(205 x 95 mm, 3 g)
Enable your customers to visit your stand free of charge. In the first step we will supply you with the number of invitations you request free of charge. Later, we will invoice you only for the invitations actually redeemed and at the special reduced entry price of € 7.50 each instead of € 11.00. Special price: € 5.00 beginning with the 101st redeemed invitation.

☐ **without imprint** ☐ **with imprint**

Mailing card
(105 x 148 mm)
Send this mailing card to your customers. The postcard has plenty of space for a personal message and can also be redeemed for a discount on admission tickets for two.

☐ **without imprint** ☐ **with imprint**

Sheets of stickers
(35 x 62 mm, 12 stickers per sheet)
Attach these stickers to your correspondence. They're a great way of advertising your participation in the trade fair!

☐ **without imprint** ☐ **with imprint**

Last revised: October 2013, subject to change.

Hamburg Messe

HansePferd GalaShow
(Special Conditions for Exhibitors)

HansePferd Hamburg 2014 offers a special price for exhibitors to visit this year's HansePferd GalaShow *Friends*.

Special price for exhibitors:

Friday, 25 April 2014	**34.00 EUR** (instead of 42.00 EUR)
Sunday, 27 April 2014	**32.00 EUR** (instead of 39.00 EUR)

GalaShow tickets include admission to the exhibition on the day of the GalaShow performance.

GalaShow tickets (incl. exhibition admission, plus advance booking fee) can be ordered via our ticket hotline +49 40 6965 0578.

Experience together with family, friends or colleagues an absolutely amazing night at Hamburg's big gala of horses. More than 100 horses of 25 different breeds will be presented by international top stars, national celebrities and regional masters of the art of riding. This mix of horsemanship, breed diversity and show makes the HansePferd GalaShow a unique highlight which is new and different every year. Prepare to be enchanted by a special blend of action, art and glamour!

Subject to alterations
As per November 2011

Presentation Rings / Forums

Presentation rings:

Training Ring – hall B1.GF
Riding area with equestrian surface, approx. 14.0 x 21.5 m, fenced, height 1.3 m, tribune, approx. 14.0 x 8.0 m with integrated audio system

Horsemanship Ring – hall B5
Riding area with equestrian surface, approx. 15.0 x 20.0 m, fenced, height 1.3 m, tribune, approx. 16.0 x 3.0 m with audio system and decoration

Breeding Ring – hall B6
Riding area with equestrian surface, approx. 13.0 x 24.0 m, fenced, height 1.3 m, audio system

Show Hall – hall B7
Riding area with equestrian surface, approx. 60.0 x 30.0 m with board, height approx. 1.70m, tribunes split in three parts at three sides of the riding area with approx. 4,000 seats, extra seats for wheel chairs, technical equipment for audio, illumination and direction according to the requirements of a show, window blinds, rest rooms, roofing at the exit

Preparation Site – between hall B5 and B7
Riding area with equestrian surface, approx. 30.0 x 15.0 m, fenced, height 1.0 m

Forums:

Equine Expertise Forum – hall B6
Area approx. 170 sqm, with podium approx. 12.0 x 14.0 m, backstage area, row seating, bistro tables, technical equipment: light control, microphones and projector

Health Forum – hall B5
Area approx. 170 sqm, with podium approx. 12.0 x 14.0 m, row seating, technical equipment: light control, microphones and projector

subject to alterations
as per October 2013

Application deadline: December 15, 2013:

Hamburg Messe und Congress GmbH
Project department MA-1
PO box 30 24 80
D-20308 Hamburg

Fax: +49 40 / 35 69-21 59
E-Mail: hansepferd@hamburg-messe.de

HansePferd Hamburg
International Exhibition for Horse Enthusiasts
25–27 April 2014
10 – 19 h • hansepferd.de
GalaShow: Daily 19.30 h

Application: Daily Performances

The application for the daily performances must be made directly by the exhibitor that has applied for an exhibition stand at HansePferd Hamburg 2014. Participation at the daily performances cannot be guaranteed. **Please note that the presentations are specialist demonstrations and not sales promotions!**

I. Exhibitor

Name/Company: _____Registration-No._____

Address: _____

Phone: _____ Fax: _____

II. Presented HORSES/PONIES:

No. of horses/ponies: _____ Breed:_____

No. of riders/participants:_____ No. of trailers:_____

(Please note: accompanying persons have to buy regular admission tickets to be allowed to the fair ground)

III. Application for one daily presentation in the following rings:

Moderation is the responsibility of the exhibitor (except for the show hall). Presentation times are assigned by HMC and relate to one fixed presentation time daily (except for the show hall):

☐ **Training Ring**	☐ **Breeding Ring**	☐ **Horsemanship Ring**	☐ **Show-Hall**
ca. 14 x 21,5m; 30 mins.	ca. 13 x 24m; 10 mins.	ca. 15 x 20m; 15 mins.	ca. 60 x 30m; 10 mins.

III. Description of presentation:

Theme / Title:_____

Short description of the performance:_____

_____

Name of the presenting rider/trainer:_____

Cell:_____ E-mail address:_____

V. LIABILITY/INSURANCE

The participation / use of the presentation areas take place by self-assumed risk. The exhibitor exempts Hamburg Messe und Congress GmbH from the right of third party to claim for damages. For the participation a valid animal keeper's liability is required.

_____ _____

Place / date Legally binding signature

Subject to alterations as per September 2013

Hamburg Messe

Admission Fees (all prices are including tax)

HansePferd Hamburg

1-Day Ticket Adult	11.00 EUR
1-Day Ticket Adult online	10.50 EUR
1-Day Ticket Concession (pensioner, disabled persons, groups minimum 6 persons, teenagers from 16 years, students, voucher, HVV)	8.50 EUR
Child Ticket (children 6-15 years old)	7.50 EUR
School groups accompanied by a teacher	3.00 EUR
Children under 6 years	free of charge

GalaShow (incl. exhibition entry, plus advance booking free):

GalaShow tickets can be ordered via internet www.hansepferd.de

Adults:	Friday	42.00 EUR
	Saturday	45.00 EUR
	Sunday	39.00 EUR

Special price for exhibitors: Friday 34.00 EUR/ Sunday 32.00 EUR

Groups minimum 6 persons :	Friday	34.00 EUR
	Sunday	32.00 EUR

GalaShow tickets for exhibitors and groups can be ordered via our ticket hotline +49 40 6965 0578

Children (6-15 years old):	Friday	28.00 EUR
	Saturday	29.00 EUR
	Sunday	25.00 EUR

(Children under 6 years are free of charge, without guarantee of seating)

subject to alterations
as per October 2013

Hamburg Messe

Contact:

Hamburg Messe und Congress GmbH
Traffic Office / Exhibitor Service
Postfach 30 24 80
D-20308 Hamburg

HansePferd Hamburg
The equestrian trade fair experience
25–27 April 2014
10 – 19 h · hansepferd.de
GalaShow: Daily 19.30 h

Parking and Traffic Regulations on the Fairground

Stand assembly times:

22 April 2014	07.00 a.m. – 10.00 p.m.
23 April 2014	07.00 a.m. – 10.00 p.m.
24 April 2014	07.00 a.m. – 08.00 p.m.

Dismantling times:

27 April 2014	08.00 p.m. – open end
28 April 2014	– 10.00 p.m.
29 April 2014	07.00 a.m. – 10.00 p.m.

- Access to the exhibition grounds during stand assembly times and the duration of the exhibition will only be possible in exchange for a **deposit or with a valid parking permit** (see next page). Please note that the deposit will only be refunded if the term is kept!

- Please be aware that Hamburg Messe is entitled to have vehicles towed away for the following reasons:

  - No valid parking permit displayed during the exhibition
  - Hindrance of exhibition stands on the open air grounds
  - Hindrance of stand assembly or dismantling
  - Blocking of fire-brigade access routes
  - Parking on no-parking or prohibited areas

  Costs for towing away will be charged to the owner of the vehicle.

- Please inform your co-workers working on the exhibition ground or delivering goods about our traffic regulations.

- **For further information on parking permits and traffic regulations please contact us:**

  Parking permits:
  phone: + 49 40 3569-2479
  ausstellerservice@hamburg-messe.de

  Traffic regulations (no parking permits):
  phone: +49 40 3569-2621
  jens.czoschke@hamburg-messe.de

subject to alterations as per October 2013

Hamburg Messe

Contact:

Hamburg Messe und Congress GmbH
Traffic Office /Exhibitor Service
PO Box 30 24 80
D-20308 Hamburg

HansePferd Hamburg
The equestrian trade fair experience
25–27 April 2014
10 – 19 h · hansepferd.de
GalaShow: Daily 19.30 h

Access and Deposit Regulations

Assembly: 22 – 24 April 2014

Horses	**entry only via gate A3 (Lagerstraße 11, 20357 Hamburg)**
trucks	entry on payment of a **deposit** of **Euro 200,--** for **4 hours**
delivery vans	entry on payment of a **deposit** of **Euro 100,--** for **2 hours**
cars/estates	entry only for underground car park, **without deposit** (parking fee applies)

Entrance	via Gate B6 for Halls B1 –B7 fairground courtyard.
Exit	via Gate B6 for Halls B1 –B7 fairground courtyard.
Entrance	via Gate B1 for Halls B1 –B4 fairground on the side facing the street.
Exit	via Gate B4 for Halls B1 –B4 fairground on the side facing the street.

Exhibition: 25 – 27 April 2014
Entry only with valid parking ticket (order form see service manual 5.030)

Horses	**entry only via gate A3 (Lagerstraße 11, 20357 Hamburg)**
trucks	entry on payment of a **deposit** of **Euro 100,--** for **1 hour**
delivery vans	entry on payment of a **deposit** of **Euro 100,--** for **1 hour**
cars/estates	entry on payment of a **deposit** of **Euro 100,--** for **1 hour**

Entrance	via Gate B6 for Halls B1 –B7 fairground courtyard.
Exit	via Gate B6 for Halls B1 –B7 fairground courtyard.
Entrance	via Gate B1 for Halls B1 –B4 fairground on the side facing the street.
Exit	via Gate B4 for Halls B1 –B4 fairground on the side facing the street.

Attention: On the last day of the exhibition access only possible until 11am

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Dismantling: 27 – 29 April 2014

trucks	entry on 27 April 2014 will not be possible before 8.00 p.m.!
delivery vans	entry on 27 April 2014 will not be possible before 8.00 p.m.!
cars/estates	entry on 27 April 2014 will not be possible before 8.00 p.m.!

Entrance	via Gate B6 for Halls B1 –B7 fairground courtyard.
Exit	via Gate B6 for Halls B1 –B7 fairground courtyard.
Entrance	via Gate B1 for Halls B1 –B4 fairground on the side facing the street.
Exit	via Gate B4 for Halls B1 –B4 fairground on the side facing the street.

subject to alterations
as per Octobrer 2013

Contact

Hamburg Messe und Congress GmbH
Technical Dept., Fairs & Exhibitions
PO Box 30 24 80
D-20308 Hamburg

Tel.: +49 40 3569-2513
Fax: +49 40 3569-2139
E-Mail: julia.wulfert@hamburg-messe.de

Fire Protection Regulations

Please note that decoration materials must at a minimum comply with Section B1 of DIN 4102, or at least Class C-s3d2 of EN 13501-1, i.e. they have to be non-flammable.

The use of naked flames of any kind must be authorised by Hamburg Messe, including the number of flames, environmental conditions, etc.

Marquees and canvas roofs may not be incorporated into the design of your stand. Stand coverings must be approved by Hamburg Messe.

The detailed, binding regulations are provided in the technical regulations (item 5.4.).

Smoking in the halls is not permitted.

subject to alterations
as per October 2013

Specific Terms of Participation 2014

Supplementing the General Terms of Participation of the Hamburg Messe und Congress GmbH

Event and legal entity:		
Hamburg Messe und Congress GmbH Postfach 30 24 80 · 20308 Hamburg Messeplatz 1 · 20357 Hamburg - hereinafter called **HMC** -	Tel.: +49 40 3569-0 Fax: +49 40 3569-2203	info@hamburg-messe.de hamburg-messe.de
Event title:	**HansePferd Hamburg 2014 – International Exhibition for Horse Enthusiasts**	
Venue:	HMC Fairground	
Event duration:	**Friday, 25 to Sunday, 27 April 2014**	
Project management:	Fairs & Exhibitions 1	
	Sonja Tegtmeyer Project Director	E-mail: hansepferd@hamburg-messe.de
	Johanna Suhr Project Manager	Tel.: +49 40 3569 2114 E-mail: johanna.suhr@hamburg-messe.de
Registration date / Start of space allocation:	**1 October 2013**	
Deadline for entries in exhibitor directory:	**28 February 2014**	
Opening times:	Daily, 10.00 am – 7.00 pm	GalaShow daily from 7.30 pm
Assembly times:	Tuesday, 22 and Wednesday, 23 April 2014	7.00 am – 10.00 pm
	Thursday, 24 April 2014	7.00 am – 8.00 pm
Disassembly times:	Sunday, 27 April 2014	8.00 pm – midnight
	Monday, 28 April 2014	midnight – 10.00 pm
	Tuesday, 29 April 2014	7.00 am – 10.00 pm
	Exhibitors in hall B7 will be advised of separate disassembly times. On Sunday, 27 April 2014 access to the area of hall B7 is restricted until 11.00 pm due to the GalaShow.	
Early stand assembly / Extended disassembly:	Any requests for early stand assembly / extended disassembly times must be submitted in writing to the Trade Fair and Exhibition Technology Department and approved (see Online Service Center / approvals and applications). If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: messetechnik@hamburg-messe.de).	
Exhibitor passes: (see clause 16 ATB)	Up to a stand size of 10 sqm exhibitors will receive 4 exhibitor passes free of charge. One additional pass will be issued free-of-charge for every further 10 sqm or part of sqm. Further exhibitor passes may be ordered **on payment of a charge of € 16,00 incl. VAT** per pass, from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly.	
Media package: (see clause 14 ATB)	The cost of the mandatory media package (including standard entries with address and contact data and three entries in the directory complete range of products & services, in the online and print directories of exhibitors) is **€ 95,00** plus VAT for the main exhibitor and each co-exhibitor. The deadline for entries in the directories is **28 February 2014**. If this deadline is not met, existing data will be used from the registration / approval document. Exhibitors with registration / approval after the above deadline will get an entry in the online directory of exhibitors only, on payment of the full charge. HMC retains the right not to prepare a directory. If you have any questions, please contact our partner wohlgemuth & team gmbH (telephone: +49 30 2088640-10 / e-mail: support@hansepferd.media-hmc.com).	
Registration charge for co-exhibitors: (see clause 4.3. ATB)	Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products/services. Please complete the separate registration form for this purpose. No charge is made for co-exhibitors. The only charge for co-exhibitors is the media package of € 95,00, which is invoiced to the main exhibitor.	

Specific Terms of Participation 2014

Supplementing the General Terms of Participation of the Hamburg Messe und Congress GmbH

Advance payment for expected additional costs: (see clause 5.3 ATB)	No additional advance payment is required for HansePferd Hamburg.
Invitations:	Exhibitors can invite their customers to the event by sending them invitations for free admission. After the end of the event, any invitations which have been used by the customers will be charged to the exhibitor. The pricing for invitations is structured as follows: up to 100 used invitations € 7,50, from 101 used invitations € 5,00 (instead of € 11,00 regular entry fee.) The exhibitor will receive on invoicing a list showing the numbers of the invitations that have been used. Exhibitors are requested to note before sending the invitations, to which customers they sent which numbers (shown on invitations), so that they can make an evaluation later. Exhibitors are not entitled to demand provision of full customer details. You can order invitations at the online shop of our partner wohlgemuth & team gmbH. There is also an option to order invitation codes for online registration instead of print invitations.
Participation fee (see Application Form no. 7, clause 5 ATB)	For HMC approved exhibition spaces of over 80 sqm a discount is granted of 5% of the participation fee. Accordingly, for exhibition spaces of over 150 sqm a reduction of 10% applies. Discounts pertain to net prices and do not apply to the All-inclusive Package.
Certificate of health for animals:	Horse exhibitors commit themselves to only bring animals into the grounds of the Exhibition Centre if these are free of infectious diseases. Upon request, an inoculation certificate and a certificate proving that the animal is free of contagious diseases have to be presented to exhibition management or the vet appointed by them. Likewise, each exhibitor stables his/her horse at his/her own risk. Any health defects, infections etc. which might arise on the grounds of the Exhibition Centre shall be considered an act of God for which the organizer is not liable.
Access to the halls during the GalaShows: (see clause 12.1 ATB)	Until the end of the GalaShow (including cleaning work) performers and visitors have access to the halls where the horses are kept.
Daily demonstrations:	Participation in the daily demonstrations is reserved to exhibitors exclusively. The application form for the demonstration areas is to be signed by the respective exhibitor and the use of the areas is at their own risk.
Overnight stay on exhibition premises	It is prohibited to remain on the premises overnight. Exceptions have to be applied for in writing and can be approved by HMC in case of the necessity to care for horses. A list of camping sites in Hamburg can be provided upon request.
Joint stand - breeders	This offer is valid under certain conditions: a.) The above mentioned terms are open for private breeders or stallion keepers, private studs, breeding associations, breeding syndicates, national studs, as well as organisations for marketing of horses and ponies. b.) Sale of goods, product presentations and offers of other company branches (apart from the ones mentioned under a.)) are not permitted on the joint stand. c.) The offer of stand space at these conditions is restricted. Exhibitors have no entitlement to admission at these terms. d.) This offer will come about if at least four exhibitors apply.